

Exhibit 12

1

2

two.

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

So the evidence is going to show, again, Uber makes unilateral decisions, we don't cooperate with driver partners to determine the price. It's not part of the Uber business plan to say, drivers, what should be the price and there is not some nationwide conspiracy.

So another thing that's a label, and we point this out on slide 15. Actually, it sort of shifts on this, you heard in the opening statement, higher prices, which is not an antitrust term. The antitrust term is super competitive, which is sort of awkward above competitive levels, and that's what the District Court said, that they had alleged super-competitive prices for the common motive and for antitrust injury, that there would be super-competitive prices for super-competitive products. You will not here boo about that in this case. For that, you have to do an analysis where you compare the market

1

2 before and after and they decided not to
3 put on any evidence about that.

4

5

ARBITRATOR WEINSTEIN: Is boo
Latin?

6

7

8

MR. ISAACSON: I took four years of
Latin in high school and I blanked
almost all of it out of my mind.

9

10

11

All I remember is ubi sub ubi.
Always wear underwear. That's it.
That's all I've got.

12

13

14

15

16

17

18

19

20

21

22

23

24

25

The other thing about the economic
analysis is lawyers use this term,
economists use this term, but-for world,
sort of an awkward way of saying how
would things be different if you
actually had a competitive system as
opposed to these restraints and instead
of analyzing that, instead, they suggest
alternative business structures without
showing that they would work, but such
as employer, employee, franchise, they
don't actually show, here is what the
prices would be in a competitive
structure and, in fact, they don't even

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

ARBITRATOR WEINSTEIN: Call your
witness.

MR. FELDMAN: Claimant calls
Spencer Meyer for the first witness.
S P E N C E R M E Y E R, called as a
witness, having been duly sworn by a
Notary Public, was examined and testified
as follows:

ARBITRATOR WEINSTEIN: Before we
begin, let me make just a couple of
observations with regarding the subject
of evidence and how I conduct these
proceedings.

First of all, this is arbitration.
Federal rules do not govern it, so there
is automatically a greater liberale in
allowing in evidence.

I am also very mindful of the fact,
as I was with regard to the preliminary
motions, that I decided that for all
practical purposes, there is no appeal
from what is decided here. There is
some exceptions, but not many and that,
therefore, the plaintiff is entitled to,

1 S. Meyer - Direct

2 in a sense, certain presumptions that he
3 might not get if there were an Appellate
4 Court standing there to rule on certain
5 things.

6 I have, in my mind, decided nothing
7 or certainly nothing I would tell you
8 about. I claim to have an open mind. I
9 am aware there are lots of issues in
10 this case that are fascinating and it,
11 obviously, involves more than \$80, so
12 with that in mind, proceed.

13 MR. FELDMAN: Thank you, Mr.
14 Weinstein.

15 DIRECT EXAMINATION

16 MR. FELDMAN:

17 Q. Good morning, Mr. Meyer.

18 A. Good morning.

19 Q. I would like to start with a few
20 background questions.

21 Mr. Meyer, how old are you?

22 A. Forty-one.

23 Q. Where do you live?

24 A. Guilford, Connecticut.

25 Q. With whom?

1 T. Kalanick - Direct

2 H.E Yasir Al-Rumayyan, spelling I will give
3 you later, Ursula Burns, Garrett Camp, Wan
4 Ling Martello, John Thain, David Trujillo and
5 the current CEO?

6 A. And me, it sounds about right,
7 sounds good.

8 Q. In addition to your seat on the
9 Uber board, you've appointed three of the
10 other current members, correct?

11 A. Ursula Burns, Wan Ling Martello and
12 John Thain.

13 Q. So including yourself, you filled
14 four out of the nine seats on the current
15 Uber board, correct?

16 A. Yeah, but one of them was common
17 stock approved appointment, that was Wan Ling
18 Martello, so I nominated her and then she was
19 approved.

20 Q. Thanks for clarifying.
21 You were the CEO of Uber from
22 October 2010 through June 2017, right?

23 A. Yes, that's correct.

24 Q. You were also, for a brief period,
25 a driver on Uber platform, right?

1 T. Kalanick - Direct

2 MR. FELDMAN: For the same trip.

3 ARBITRATOR WEINSTEIN: You need to
4 tighten up these questions. They're
5 very fuzzy.

6 A. So the consumer fare on Uber was
7 always the same.

8 Q. Drivers themselves had no --

9 A. By the way, that's at the
10 beginning, over time that changed.

11 Q. To be clear, I'm asking you about
12 the launch of Uber.

13 A. The timeframe is important because
14 that changed over time.

15 Q. So drivers had no ability to
16 control the fare displayed to passengers over
17 the Uber platform, correct?

18 A. That is correct.

19 Q. Uber controlled the setting of that
20 fare, correct?

21 A. That is correct.

22 Q. When you pitched these first
23 companies on joining Uber, you explained how
24 pricing would work, right?

25 A. Usually, it was about how they

1 T. Kalanick - Direct

2 rough or refined, was generally the same in
3 the new cities, is that correct?

4 A. Again, we were always trying to
5 find, what was the lowest price we could hit
6 that would still allow for drivers to be on
7 the system and be excited about being on the
8 system.

9 Q. Let me direct you back to page 64
10 of your deposition transcript, starting at
11 the bottom.

12 ARBITRATOR WEINSTEIN: Why the
13 lowest price?

14 THE WITNESS: Because the lowest
15 price meant you would do the most trips
16 because you have the most demand and
17 when you got more demand, the system
18 would get more efficient and drivers
19 would do more trips per hour and
20 actually make more money.

21 So there was an interesting effect
22 where lower prices ended up allowing
23 drivers to actually make more money per
24 hour, though it was harder work in that
25 individual hour.

1 T. Kalanick - Direct

2 ARBITRATOR WEINSTEIN: Supply and
3 demand.

4 THE WITNESS: That is true.

5 Q. At the bottom of page 64, on line
6 25, I asked you the following questions, you
7 gave the following answers.

8 We have read some of this before,
9 my apologies.

10 Question: In the new city where
11 Uber launched in that period of time, what
12 was the pitch to drivers?

13 Answer: It was the same.

14 Question: And by what process did
15 Uber design pricing?

16 Answer: I think I have described
17 that.

18 Question: It's the same as what
19 you described earlier?

20 Answer: Yes.

21 Did I read that correctly?

22 A. I believe so.

23 ARBITRATOR WEINSTEIN: Isn't the
24 question, did you not read it correctly,
25 but is that the fact?

1 T. Kalanick - Direct

2 that's not a 2010 thing, that's more of --
3 that's a later on thing, so 2014, '15, '16,
4 et cetera, and I don't know the exact date.
5 At some point, there was an upfront price
6 that became much more dynamic.

7 Q. So any particular point in time
8 when an Uber rider is requesting a ride, each
9 of the Uber products will almost certainly
10 have a different ETA associated with them, as
11 well, correct?

12 A. That's a totally different thing.
13 That just depends on where the cars are for
14 each of those products. If there is an SUV
15 that is one minute away and an UberX one
16 minute away, you will get the same ETA.

17 Q. So they may or may not have the
18 same ETA, is that right?

19 A. Yeah.

20 Q. And drivers cannot control the fare
21 displayed to a potential rider today on the
22 Uber app, can they?

23 A. That's correct.

24 Q. That's true for all of the Uber
25 driving products, is that right?

1 T. Kalanick - Direct

2 A. I believe so, yes.

3 Q. As far as you know, Uber has never
4 considered allowing drivers to control the
5 fare displayed to riders, right?

6 A. It's just really hard to come up
7 with a model that would make that work.

8 Q. You don't know of any consideration
9 of that, do you?

10 A. I mean, it's been a thought. It's
11 never something we've done.

12 Q. Is it ever something you worked up?

13 A. I don't know what that means.

14 Q. Is it ever something you've taken
15 beyond the thought process?

16 A. No.

17 Q. Let's talk now about surge pricing.
18 You invented surge pricing, too,
19 didn't you?

20 A. What do you mean?

21 Q. You invented surge pricing, you
22 came up with the idea?

23 A. Yes.

24 Q. Something you thought up actually
25 in the shower, right?

1 T. Kalanick - Direct

2 if a rider has better alternatives or cheaper
3 alternatives, they will or maybe it's just
4 too expensive, the alternative could be
5 walking, unfortunately, but not, basically,
6 the price gets too high, not as many people
7 will afford it or they will have better
8 alternatives to get there.

9 Q. So when surge pricing increases the
10 fares, some people won't be willing to pay
11 that higher price, is that true?

12 A. That's true, but there is sort of a
13 nonintuitive result, which is when surge
14 happens, more rides would happen because more
15 cars would come on the road and those cars
16 would be full because there was high demand,
17 so you are already in a situation where
18 demand was outstripping supply and what you
19 want to do is increase supply, so you could
20 do more trips, but part of that when you
21 raise prices is decrease demand, so the price
22 is right where demand and supply sort of
23 match.

24 ARBITRATOR WEINSTEIN: I don't want
25 to hurt your feelings, but when surge

1 T. Kalanick - Direct

2 prices go on, I check Lyft.

3 THE WITNESS: That's fair. I get
4 that. That is very much about, okay, is
5 this system that we have to find the
6 right price, the right time and the
7 right route, is it the best system. My
8 guess is your ETAs on Lyft are longer.
9 Just putting it out there, so the value
10 of time is also part of that equation.

11 ARBITRATOR WEINSTEIN: We will talk
12 later.

13 THE WITNESS: Fair enough. I have
14 a discount code.

15 MR. FELDMAN: Objection. That was
16 a joke for the record.

17 Q. I want to talk about the mechanics.
18 Mr. Weinstein asked you about how drivers who
19 are off the system, find out about busy
20 times. I want to ask about drivers who are
21 already on the system when surge pricing
22 kicks in.

23 So at least during the -- going
24 back to the time you were last CEO, at the
25 time you were last CEO, a driver on the

1 T. Kalanick - Direct

2 system during surge pricing would see areas
3 with surged prices, correct?

4 A. That is correct, yes.

5 Q. Can you explain how that worked?

6 A. So there would be an area of high
7 demand and if a driver was a little bit too
8 far away to be an available driver for people
9 that are there, we would highlight the areas
10 of high demand, so the driver would go there.
11 If the driver goes there, it increases the
12 supply in that area, but the reason that a
13 driver would go there is because the prices
14 would be higher in that area of high demand.

15 Q. How would the driver know that from
16 the system?

17 A. It was just, like, a color coded
18 map they could look at, so while you are
19 driving, it would basically just show where
20 this high demand area was.

21 Q. Was that called a heat map?

22 A. That was one way to describe it,
23 and there are a bunch of different iterations
24 to try to make make that super efficient and
25 safe at the same time.

1 T. Kalanick - Direct

2 Q. Are you familiar generally with the
3 position Uber took in those cases?

4 A. You would have to give me a
5 specific case. I don't know what you are
6 referring to.

7 Q. As far as you know, Uber has taken
8 the position it's not responsible for
9 accidents by Uber drivers?

10 A. It's a very practical question and
11 --

12 ARBITRATOR WEINSTEIN: You provide
13 insurance, don't you?

14 THE WITNESS: We sure do.

15 ARBITRATOR WEINSTEIN: Who do you
16 insure?

17 THE WITNESS: We insure the riders
18 and I think there is something like, its
19 liability.

20 ARBITRATOR WEINSTEIN: Who do you
21 insure? Do you insure the drivers?

22 THE WITNESS: Again, there is
23 specific terms here that, like, what do
24 we insure of the driver, what do we
25 insure of the -- there is liability --

1 T. Kalanick - Direct

2 so here is the thing, the driver has an
3 insurance policy already, which we all
4 have on our car.

5 ARBITRATOR WEINSTEIN: You require
6 an insurance policy?

7 THE WITNESS: They have to have
8 insurance on their car, at a minimum.
9 If they are Uber Black, they not only
10 have normal insurance, they also have a
11 commercial insurance policy and they
12 already have commercial insurance. If
13 it's UberX, then they have their own
14 personal policy and then there is
15 another policy which we have, as well,
16 and what covers what. I think you
17 should just get our insurance expert
18 here to talk about the details. What
19 their personal insurance covers and what
20 we cover, I just don't have the answers,
21 but it's the two together that create
22 the umbrella for liability and damages
23 and, you know, medical, and things like
24 that, but it's the two together and,
25 again, in almost every state in the

1 T. Kalanick - Direct
2 country and I think probably every state
3 in the country, this is all prescribed
4 by law as to what it needs to be and
5 it's going to be different in every
6 state.

7 ARBITRATOR WEINSTEIN: Do you
8 require drivers in a given state to
9 carry insurance that only meets the
10 state minimum or do you have a minimum
11 that you set?

12 THE WITNESS: So there is a
13 personal insurance that they have to
14 have that needs to meet whatever
15 minimums exist in that state and then we
16 provide a policy that goes way, way, way
17 beyond that. I think the standard
18 policy in the U.S. is up to -- it's a
19 million dollars, which is way above the
20 minimum.

21 ARBITRATOR WEINSTEIN: You mean
22 your policy?

23 THE WITNESS: The policy we have,
24 that's right. But in some cities in the
25 U.S., I think it goes above million, I

1 T. Kalanick - Direct

2 believe, but, again, it's been a long
3 time and I'm not the insurance expert.

4 ARBITRATOR WEINSTEIN: In
5 California, for example, the minimum is
6 \$25,000, you don't have to insure your
7 car, you only have to insure a minimum
8 of \$25,000 for injury to third parties.

9 Do you require more than that?

10 THE WITNESS: Again, you are
11 talking to the wrong guy.

12 ARBITRATOR WEINSTEIN: You are the
13 CEO. How many times has Uber been sued?

14 THE WITNESS: I was the CEO in
15 2017.

16 ARBITRATOR WEINSTEIN: How many
17 times had Uber been sued by the time you
18 were there?

19 THE WITNESS: Probably 1,000 times.

20 ARBITRATOR WEINSTEIN: You don't
21 know the answer to these questions?

22 THE WITNESS: I don't. Remember,
23 we are not just in California, we are in
24 50 states in the U.S. and 65 more
25 countries. Do I remember every policy

1 T. Kalanick - Direct

2 and every regulation in every single
3 city in 65 countries, it's hard.

4 ARBITRATOR WEINSTEIN: I didn't ask
5 that.

6 THE WITNESS: My point is, you are
7 asking me on the record what is the
8 answer to these very technical questions
9 and I would prefer if an insurance
10 expert came up and answered them because
11 we are in, like, 600 jurisdictions
12 worldwide and I could just as easily do
13 a deposition in India and they would ask
14 me the same question and it's better if
15 we want to get the right answer on
16 insurance, let's get the insurance
17 expert here to give the exact answer.
18 They are very nuanced answers and I
19 don't want to get it wrong.

20 ARBITRATOR WEINSTEIN: Your
21 witness.

22 Q. Would it surprise you to learn that
23 Uber's litigation position has been that it's
24 not legally responsible to victims for driver
25 accidents?

1 T. Kalanick - Cross

2 the more luxurious product because time is
3 the most important luxury we all have.

4 So ETAs would go down, reliability
5 would go up, you save more time, you have a
6 service that's cheaper and getting you around
7 more efficiently than a high priced product
8 would do.

9 Q. When surge is not in effect, when
10 you are matching riders and drivers and
11 determining prices, what's the math problem
12 that's involved?

13 A. Say that again.

14 Q. In a nonsurge period, I will ask
15 you the same question about surge afterwards.
16 Let's start with nonsurge.

17 What's the mathematical problem,
18 you are matching riders and drivers and
19 determining the right price?

20 A. If it's nonsurge, the price is just
21 fixed, so the math problem is significantly
22 reduced, but it depends, there is still
23 significant math in other areas, but the math
24 around price is we figure out what the fixed
25 price would be based on how low can we get

1 T. Kalanick - Cross

2 this price based on how many trips per hour
3 we think are going to happen at that price
4 while keeping ETAs low.

5 So if you go too low, demand will
6 be super high, but drivers won't engage in
7 the product and then ETAs will be very long
8 and consumers won't like the product and the
9 whole system won't work, so if we offered a
10 price that was 5 cents for a ride, riders
11 would love it and there would be no drivers
12 out there and nobody would get a ride, so if
13 the price is too low, you don't get a lot of
14 rides, but, also, if the price is too high.
15 Well, all the drivers are out. They're
16 pumped about the price, but there will be no
17 consumer that wants to pay, so if the price
18 is too high, you also have no rides.

19 So it's always about finding that
20 point where you're maximizing the number of
21 rides by getting riders and drivers to engage
22 at a particular price point.

23 Q. Who is deciding that, that what is
24 that right point?

25 A. It's an algorithm. I don't know

1 T. Kalanick - Cross

2 exactly how many Ph.D.s are at the company
3 right now working on this problem, but it's
4 dozens, if not hundreds.

5 Q. If the drivers don't like that
6 price point, does that change the algorithm?

7 A. Well, if the drivers don't like the
8 price point, then you have fewer drivers on
9 the system which might be okay if you don't
10 need extra drivers. It depends what demand
11 is doing at that moment in time. So, again,
12 if it's 10:30 p.m. on New Year's Eve and
13 everybody figured out where they are going to
14 be for the ball to drop, it's crickets out
15 there, the streets are empty, you don't need
16 a lot of drivers, and so the price point goes
17 really far down, the drivers then go get
18 coffee and donuts, they hang out for a bit
19 and then around 11:45, they get back on the
20 road ready for a 12:05, 12:10 surge.

21 Q. Did you have any agreements with
22 drivers, you used the example of 5 cents and
23 a high price. Do you have any agreements
24 with drivers that you are going to have a 5
25 cent price or \$50 price or anything in

1 T. Kalanick - Cross

2 between?

3 A. No, the only agreement is that we
4 set the price.

5 Q. You described the math problem
6 without surge and described the math problem
7 with surge that the algorithm has to account
8 for?

9 A. I mean, it's the same thing. The
10 only question without surge is, what is the
11 baseline, sort of, certainty that you should
12 provide in the system where riders and
13 drivers can initially get engaged, but surge
14 becomes the majority of what is going on
15 because sometimes surge could go below the
16 standard price, sometimes it goes above,
17 especially in, like, an upfront price world,
18 which is how the product works today.

19 Q. Now, from your experience, could
20 Uber offer a product that matched riders and
21 drivers, but when the consumer got in the
22 car, they would negotiate the price with the
23 driver?

24 A. No.

25 Q. What would be wrong with that

1 T. Kalanick - Cross

2 working the algorithm?

3 THE WITNESS: Yes.

4 ARBITRATOR WEINSTEIN: I

5 interrupted you, I'm sorry. I have a

6 few more questions, but you go ahead

7 first.

8 MR. ISAACSON: If you want to ask

9 them now, go ahead.

10 ARBITRATOR WEINSTEIN: Why don't

11 you tell us what effect Uber has had on

12 the taxi business, in general?

13 THE WITNESS: Well, I think you

14 first have to understand the taxi

15 business. So the taxi industry,

16 let's -- in many ways, started here in

17 New York. There were licenses that were

18 given out to individuals for free that

19 basically allowed them to provide

20 transportation to the public. At the

21 beginning, it wasn't even a fixed price,

22 it was whatever price they wanted. Over

23 time, those people who had those

24 licenses sort of came together as a

25 trade group and started lobbying city

1 T. Kalanick - Cross

2 council.

3 ARBITRATOR WEINSTEIN: You are
4 going back.

5 THE WITNESS: You have to
6 understand it. They start lobbying city
7 council saying, no more of these free
8 licenses can be given out, what is known
9 as a taxi medallion. That then meant
10 you didn't have enough drivers on the
11 system, which is why when it is raining
12 here, you can't get a cab.

13 It also meant that the drivers were
14 100 percent full all the time or they
15 had a high utilization.

16 The problem was, the guys that got
17 those free licenses, they were like,
18 wow, this is now a controlled system, I
19 don't have competition, I can lease this
20 out to a driver and New York City taxi,
21 let's say, numbers as of 2013, let's
22 just say, 2014, was making, I don't
23 know, 80 or \$90,000 a year. If you own
24 one of these licenses, the medallion,
25 you would rent your car out for 80 or

1 T. Kalanick - Cross

2 \$90,000 a year to a taxi driver and for
3 that privilege, that taxi driver got to
4 be impoverished. So he was basically
5 renting a car for \$80,000 a year so that
6 he could make \$10 an hour.

7 And when we came into New York, we
8 had flexible supply and flexible price
9 which meant that it was a far better
10 product for consumers and a far better
11 product for drivers because a driver
12 could go into business for themselves
13 instead of renting a car for 80 grand a
14 year.

15 ARBITRATOR WEINSTEIN: So you put
16 more cars on the road?

17 THE WITNESS: It allowed for
18 drivers to; A, work for themselves and;
19 B, be a system that consumers could
20 engage in with reliability that made the
21 system work better and there were more
22 cars, yes, correct.

23 ARBITRATOR WEINSTEIN: New York is
24 atypical. Takes cities like
25 Philadelphia or Los Angeles, what did

1 T. Kalanick - Cross

2 Uber do to the taxis there?

3 THE WITNESS: Similar there, the
4 structures are similar.

5 ARBITRATOR WEINSTEIN: I thought
6 that was a softball question. I thought
7 the taxis have gotten a lot better, a
8 lot cleaner, drivers have gotten
9 cleaner.

10 THE WITNESS: That is true, but if
11 you are one of those medallion owners.

12 ARBITRATOR WEINSTEIN: There are
13 medallion owners in Los Angeles.

14 THE WITNESS: Yes, there are.

15 ARBITRATOR WEINSTEIN: Shows what I
16 know.

17 I have two other questions I wanted
18 to ask you. I want to ride and there is
19 a driver a mile away from me and a
20 driver five miles away from me and I
21 want to go to the airport. When you say
22 there is a price point, the drivers
23 don't know what the price points are.
24 You were asked questions by counsel
25 about drivers knowing price points.

1 T. Kalanick - Cross

2 What do you mean when a driver knows a
3 price point?

4 THE WITNESS: A driver, when he
5 accepts a trip, generally knows the
6 pricing model for that trip that's about
7 to happen.

8 ARBITRATOR WEINSTEIN: What does
9 that mean? What does the driver know
10 when he gets a call and says Weinstein
11 wants to go to the airport?

12 THE WITNESS: He knows what it
13 costs to go to the airport and he knows
14 when it is surging.

15 ARBITRATOR WEINSTEIN: Does it
16 depend on traffic?

17 THE WITNESS: When he accepts the
18 trip --

19 ARBITRATOR WEINSTEIN: About?

20 THE WITNESS: He knows what the
21 exact price is for the airport trip and
22 he knows what the exact surge is.

23 ARBITRATOR WEINSTEIN: I have been
24 told the price, but he hasn't been told
25 --

1 T. Kalanick - Cross

2 THE WITNESS: He hasn't been told
3 the consumer price, but he knows what he
4 is going to get paid on the trip.

5 ARBITRATOR WEINSTEIN: Exactly.

6 THE WITNESS: An airport trip,
7 which is the example, he knows. If it's
8 a trip where he is paid per minute, per
9 mile, he doesn't exactly know, but he
10 knows what the per minute, per mile
11 price is and he understands what the
12 surge is.

13 ARBITRATOR WEINSTEIN: A guy a mile
14 away doesn't want the trip, but a guy
15 five miles away wants the trip.

16 Does he get paid more to travel the
17 extra distance to take me to the
18 airport?

19 THE WITNESS: I don't know for
20 certain. There were discussions during
21 my time of, like, how do you sort of
22 compensate drivers for the pickup time
23 and that may be built into the system at
24 this point.

25 ARBITRATOR WEINSTEIN: You are on

1 T. Kalanick - Cross

2 the board of directors, don't they talk
3 about these things?

4 THE WITNESS: No.

5 ARBITRATOR WEINSTEIN: What do they
6 talk about, money, share price -- you
7 don't have to answer that question.

8 THE WITNESS: I wish they talked
9 about these things. It would be
10 exciting.

11 ARBITRATOR WEINSTEIN: Isn't one of
12 the consumer benefits here the cleanness
13 of the transaction, the efficiency, I
14 don't have to go into my wallet, I don't
15 have to make change, I don't have to put
16 my card into a machine, isn't that one
17 of the things?

18 THE WITNESS: Yes, absolutely.

19 ARBITRATOR WEINSTEIN: Back to you
20 sir.

21 Q. Just a few more questions. We were
22 talking about Lyft, some other ride sharing
23 platform.

24 Do they, to your knowledge, use
25 dynamic pricing?

1 T. Kalanick - Cross

2 additional money, in addition to a job,
3 right.

4 So the average Uber driver is doing
5 under 10 hours a week, but those hundreds of
6 dollars a week extra can make a big
7 difference for a family.

8 Q. Mr. Weinstein mentioned cleaner
9 cars, I mentioned cars now have -- I can
10 swipe a credit card, I didn't used to be able
11 to do it. You've been focused on
12 reliability. What about the reliability for
13 a consumer, since Uber has come on to the
14 scene, what happened to my ability to get
15 transportation promptly, whether I'm going to
16 the airport or crosstown?

17 A. Because we exist, this is a great
18 option and if it's the lowest cost reliable
19 ride, it creates a dynamic for direct
20 competitors like Lyft or taxis which are kind
21 of indirect, but still in the game. It
22 forces everybody to up their game, to also
23 provide their low cost reliable ride and a
24 high quality one, as well.

25 So taxi systems have upped their

1 T. Kalanick - Cross

2 game because they need to create an
3 experience that people want to engage in, so
4 credit card readers exist, the cars are
5 cleaner, drivers are nicer because that is
6 required for that business or industry to
7 stay in the transportation market.

8 Q. What about costs for consumers or
9 riders, whether you are going to the airport
10 or crosstown, what's happened since Uber has
11 come on the scene?

12 A. So I don't think that -- first, I
13 mean Uber is far bigger than the taxi system
14 in most places around the world at this point
15 and it's far cheaper than taxis, so the way
16 that people get around town and having
17 somebody take them somewhere is far cheaper
18 than it used to be and the drivers make more.
19 A driver on Uber will make more than -- so
20 the drivers are making more income per hour
21 and the riders are paying less per trip
22 because the thing is just way more efficient.

23 Q. This is technically a U.S.
24 antitrust case. Everything would be true in
25 the United States?

1 T. Kalanick - Redirect

2 forward.

3 Q. If it were perfect today, you
4 wouldn't need to employ crazy physicist
5 Ph.D.s constantly revising it, correct?

6 A. That's true. I mean, but also, the
7 world changes, too, so the problem changes as
8 time goes on.

9 Q. Let me ask you another question.
10 You talked about potential clunkiness on the
11 Uber system if you were to follow some of the
12 suggestions I made during your testimony --

13 A. We have product manager roles open.

14 Q. I will reject the offer to avoid
15 the appearance of a conflict with my client
16 on the record.

17 Let me restate the question.

18 MR. LIPMAN: They get paid better
19 than the lawyers.

20 ARBITRATOR WEINSTEIN: There is a
21 pitch for a raise. I can see it coming.

22 THE WITNESS: I was just kidding.

23 Q. My question is, Uber could sell
24 rides itself and then contract with its
25 drivers to provide those rides, couldn't it?

1 T. Kalanick - Redirect

2 brochures says -- every brief in your
3 hundreds of cases says we don't sell
4 rides to customers.

5 THE WITNESS: Then you have your
6 answer.

7 ARBITRATOR WEINSTEIN: Don't you
8 know that's the answer?

9 THE WITNESS: I am not the legal
10 guy. I'm not going through the briefs.

11 ARBITRATOR WEINSTEIN: You were the
12 CEO, you founded this company. Why are
13 you being evasive?

14 THE WITNESS: I'm not being
15 evasive.

16 ARBITRATOR WEINSTEIN: You are.

17 THE WITNESS: If I'm being evasive,
18 it's because I don't know the answer. I
19 apologize for not knowing the answer.

20 ARBITRATOR WEINSTEIN: You are
21 worried about saying something wrong.
22 It's a simple question he asked. Isn't
23 it Uber's position that it does not sell
24 rides to riders?

25 THE WITNESS: I have no idea. I

1

2 apologize.

3

4 ARBITRATOR WEINSTEIN: Don't

5

THE WITNESS: Okay.

6

MR. FELDMAN: I have no further

7

questions. Thank you, Mr. Kalanick.

8

MR. ISAACSON: Nothing further.

9

ARBITRATOR WEINSTEIN: Thank you

10

for coming.

11

May the witness be excused?

12

(Witness excused.)

13

MR. FELDMAN: The claimant calls

14

██████████ ██████████.

15

(Recess.)

16

██ called as a

17

witness, having been duly sworn by a

18

Notary Public, was examined and testified

19

as follows:

20

ARBITRATOR WEINSTEIN: State your

21

name for the record.

22

THE WITNESS: ██████████ ██████████

23

██

24

MS. MENDOLERA: Mr. Weinstein, you

25

asked me to go through some of the

1 ■■■■■ - Direct

2 Q. We will turn to page 5584. This is
3 where the text gets a little bit smaller.

4 ARBITRATOR WEINSTEIN: You mean
5 Uber stamp 5584?

6 MS. MENDOLERA: Yes, exactly.
7 Thank you.

8 Q. Before we zoom in.

9 ARBITRATOR WEINSTEIN: I'm glad
10 it's so readable.

11 Q. The upper right-hand corner says,
12 Driver Yelp List?

13 A. Yes.

14 Q. You testified today that you looked
15 up town car businesses on Yelp as part of the
16 recruiting process in Seattle, right?

17 A. Yes.

18 Q. You can see one of the columns here
19 is titled, Company. Let's zoom in on the
20 company.

21 Do you see that one of the columns
22 is titled, Company?

23 A. Yes.

24 Q. This is a list of Seattle town car
25 companies?

 Springer

3 A . Yes .

5 ARBITRATOR WEINSTEIN: I just have
6 a few questions.

9 THE WITNESS: I am now, yes.

13 THE WITNESS: Mr. Kalanick doesn't
14 work there anymore and he was only
15 there, I think, a total of eight years
16 and I have been here nine years.

19 Do you regret passing up the job as
20 a barista?

22 ARBITRATOR WEINSTEIN: Have you
23 thanked your parents from kicking you
24 out?

25 THE WITNESS: I have, indeed.

1 [REDACTED] - Direct

2 city to create neighborhoods and so the
3 reason for that is we didn't want to, by way
4 a very old version of surge, would surge the
5 entire city or not, we are talking multiple
6 years ago. A more refined version of that
7 would say, actually, it's really just this
8 neighborhood, but that would still require a
9 manual boundary of where a neighborhood was.
10 A more advanced version of surge would enable
11 us to just really precisely target areas
12 without hard neighborhood boundaries, so
13 those are the types of improvements we made
14 to the surge algorithm and the goal is to
15 really make this as targeted as possible.

16 ARBITRATOR WEINSTEIN: Lawyers
17 charge by the hour. Slow down.

18 Q. So one of the things you talked
19 about was making the surge algorithm sort of
20 more specific by targeting smaller geographic
21 areas with surge?

22 A. Right.

23 Q. So instead of surging larger areas,
24 Uber surges smaller areas now?

25 A. Yes.

1 [REDACTED] - Direct

2 A. The underlying algorithms and logic
3 don't differ from state to state. We are
4 testing, as I mentioned, with the rollout of
5 our upfront pricing, we are always testing
6 new features, so there is a feature maybe
7 tested in a city, but the underlying system
8 is the same across all cities in the U.S.

9 Q. Does Uber use anyone outside of
10 Uber employees to quality check its surge
11 algorithm?

12 A. No.

13 Q. Yesterday, Mr. Kalanick testified
14 that Uber has dozens, if not hundreds of
15 Ph.D.s working on the surge pricing
16 algorithm, is that right?

17 A. A large portion of our data science
18 team and some of our engineers do have
19 Ph.D.s.

20 ARBITRATOR WEINSTEIN: I think he
21 said crazy Ph.D.s.

22 MS. MENDOLERA: I didn't want to
23 put that.

24 Q. He also called them physicist
25 Ph.D.s.

1 [REDACTED] - Cross

2 A. Yes.

3 Q. Would you agree that surge ensures
4 reliable user experience?

5 A. Yes, absolutely.

6 Q. And that it maximizes efficiency?

7 A. It maximizes efficiency and it
8 maximizes output in the system.

9 Q. I want to turn to the next page in
10 the presentation where it says what happens
11 when surge breaks.

12 Do you see that?

13 A. Yes.

14 Q. Can you briefly describe for us
15 what this section of the presentation is
16 meant to show?

17 A. Yeah, this next section of the
18 presentation walks through a case where the
19 engineering system for surge was briefly
20 broken, I think for like a 40-minute period
21 or so here, and it's actually showing what
22 happened in a specific city at that time that
23 happened.

24 So what you see maybe on, I think
25 on page 8, is the first thing this graph is

1 [REDACTED] - Cross

2 In the prior weeks, the average
3 surge had been closer to 1.5 at this
4 time and place.

5 Q. So if you flip the page to page 9
6 of 35, can you describe for us what this page
7 is showing?

8 A. Sure. So the top graph here is
9 just the same one, kind of for comparison of
10 the time period and the next two graphs on
11 this page are showing the number of open cars
12 in this period are getting -- are cars that
13 are available to take riders are getting much
14 more rapidly consumed and there isn't
15 sufficient replenishment of new cars coming
16 in, drivers don't know to move here because
17 they're not seeing anything on the map, they
18 are not seeing surge here, so the dropoff in
19 open available cars is significant compared
20 to -- much deeper than the previous weeks and
21 the cars are all getting used up, which is
22 what the utilization is showing.

23 Q. If you flip the page to page 10 of
24 35.

25 A. Yes.

1 [REDACTED] - Cross

2 Q. It says, ETAs skyrocket as a
3 result.

4 Can you explain what is happening
5 here?

6 A. Yeah. So that second and third
7 graph are showing what happens to rider
8 request times, so, on average, this is an
9 area where, in historical weeks, ETAs were
10 around three to four minutes and when surge
11 is breaking and there is no way to
12 efficiently clear the market, that time
13 starts skyrocketing up to eight minutes,
14 eight plus minutes, prerequest of what we are
15 quoting and over 10 minutes to actually get
16 the car to you.

17 Q. If you flip the page to page 11 of
18 35, do you see where it says, Rider? I
19 assume that should be riders and drivers get
20 awful experiences.

21 Do you see that?

22 A. Yes.

23 Q. Can you explain that a bit for us?

24 A. This is kind of what happens when
25 the market starts degrading that severely and

1 [REDACTED] - Cross

2 people are waiting and, by the way, that 10
3 minutes as an average, that could be for
4 individual riders, that could mean 15 or 20
5 minutes for some individual riders and
6 drivers. They are canceling on both sides of
7 the market, cancellation rates are
8 skyrocketing up to 40 percent on the riders'
9 side. What that means is I'm getting 10
10 minutes, I will cancel and see if I get lucky
11 and somebody happens to opens up near me,
12 this time, it's 12 minutes. I will keep
13 canceling. It's terrible for drivers that
14 they keep getting cancelled on. It's a
15 really bad experience for riders to have to
16 be fishing for closer cars and 40 percent
17 rider cancellation rate is terrible.

18 On the flip side, some percentage
19 of drivers is also doing the same thing when
20 they get that 15, 20-minute pickup, they are
21 just cancelling it and knowing that, okay, if
22 I just keep canceling enough, I will get
23 lucky and get someone closer by.

24 Q. The next page, this is page 12 of
25 35. Trips suffer as the network bottlenecks.

1 [REDACTED] - Cross

2 Can you explain what is happening
3 on this page?

4 A. Yeah, so the first two graphs are
5 showing the cancellation rates again, but
6 what you can actually see, completed trips is
7 the overall output of the system and you can
8 see overall, the system is far fewer trips
9 are actually happening compared to the
10 historical patterns. It's a very steep
11 decline in the number of trips because riders
12 and drivers are essentially giving up on our
13 ability to provide them with a reliable
14 experience.

15 Q. On the next page, which is page 13
16 of 35, it says, Other examples of how Uber
17 breaks, and it lists New York, New Year's
18 2015, in a sold out Ariana Grande concert at
19 Madison Square Garden in 2015.

20 Do you know what to those are
21 referring?

22 A. Yeah, so New Year's Eve,
23 unfortunately, is among the peak hours of New
24 Year's Eve right after 1:00 a.m., our surge
25 system went down and we can talk about what

1 [REDACTED] - Direct

2 switched over, many of our cities, maybe most
3 of them from nonsticky surge to sticky surge.

4 Q. You believe some cities are still
5 using the nonsticky version?

6 A. I don't know.

7 ARBITRATOR WEINSTEIN: I may have
8 gotten the decaf by mistake.

9 What is sticky?

10 THE WITNESS: In the past, in the
11 old version, that colored heat map would
12 be recomputed every two minutes, so if
13 drivers and rider balances within a
14 hexagon change from two minutes to two
15 minutes, the surge can go up and then
16 down very fast. This made drivers mad
17 because drivers who were trying to drive
18 in to get to the hexagon were going to
19 think they would get a reward, but as
20 soon as they got there, too many other
21 drivers arrived, so the surge went down,
22 so they have driven all the way for
23 nothing, so drivers didn't like that, so
24 we updated it, so we now have what I
25 call it sticky driver surge and that one

1 [REDACTED] - Direct

2 exact words of the stipulation with him.

3 ARBITRATOR WEINSTEIN: Again, I
4 think this horse has also left the barn,
5 as I recall.

6 MR. LIPMAN: It's impressive
7 because he is dead.

8 ARBITRATOR WEINSTEIN: They buried
9 it.

10 MR. ISAACSON: I don't know if we
11 need a stipulation. We are not going to
12 disagree with the statement of the chief
13 legal officer of Uber, which is in the
14 record.

15 ARBITRATOR WEINSTEIN: It's in
16 evidence in the end.

17 Q. Just a few more questions.

18 These are about metrics. Earlier
19 on, you told me about your work at Uber
20 developing metrics.

21 You did that as a senior product
22 manager, correct?

23 A. Yes.

24 Q. One metric you used was ETA,
25 estimated times of arrival, correct?

1 [REDACTED] - Direct

2 You understand this to be some
3 promotional material by Side Car, right?

4 A. It could be. It could also just be
5 their experience, it could be either of
6 those, I don't know.

7 Q. In this example, there is two
8 drivers offered?

9 A. As well as a third at the bottom,
10 that is peaking, it tells you that you can
11 scroll and get more.

12 Q. What happens if you get -- if there
13 are 50 drivers available, do you have to
14 scroll through all of them?

15 A. Yes.

16 ARBITRATOR WEINSTEIN: It's like a
17 dating service.

18 THE WITNESS: Yes.

19 Q. Perhaps less interesting.
20 What happened to Side Car?

21 A. They went out of business.

22 Q. I think you explained very
23 completely the change in how surge price is
24 shown and the upfront pricing, but did I
25 understand that if there is a surge price

1 [REDACTED] - Direct

2 optimal solution and what that does is it
3 ensures that there is no pockets of riders or
4 drivers that end up, by dumb luck, being too
5 far away from other drivers that they can't
6 be served.

7 So batch matching is a key
8 innovation to helping serve all of our riders
9 and drivers better by ensuring none of them
10 get starved in these localized pockets.

11 ARBITRATOR WEINSTEIN: This sounds
12 like the three-city problem for which
13 there will be a prize in mathematics,
14 there is an unsolvable problem of
15 connecting three cities.

16 THE WITNESS: The three-body
17 problem.

18 ARBITRATOR WEINSTEIN: Yes.

19 THE WITNESS: That's planets that
20 gravitate around each other.

21 ARBITRATOR WEINSTEIN: There is
22 also one about not crossing the lines
23 and -- it's the salesmen, a trip for the
24 salesmen.

25 THE WITNESS: Traveling salesmen.

1 [REDACTED] - Direct

2 ARBITRATOR WEINSTEIN: You solved
3 it. You should put in for the metal.

4 THE WITNESS: We come up with a
5 good enough answer, that's not the
6 optimal one, so no one will give us a
7 metal. But the other thing is we solved
8 it for hundreds of thousands of people
9 all at once, which is, in my opinion, a
10 way cooler answer, a better answer.

11 Q. On page 2, the question is, What's
12 so complicated about matching?

13 A. Yes.

14 Q. Why don't you explain what's so
15 complicated about matching?

16 A. In addition to this problem of the
17 localized pockets of riders and drivers
18 getting starved, we also have to account for
19 the fact that the nearest driver to you may
20 also have a river in between you and so we
21 actually have to account for the fact that
22 that driver has to drive all the way up,
23 cross over a bridge and come down to find
24 you, so even if I was matching you to the
25 closest driver, I wouldn't be aware that you

1 [REDACTED] - Direct

2 had to cross a bridge.

3 Another problem is that every group
4 of riders and drivers have a different
5 propensity to cancel, so if some drivers see
6 a certain kind of trip clause and they just
7 cancel the trip right away.

8 So, now, in my fancy batch solution
9 that I came up with, if the first driver I
10 allocated you to is a known canceler, he will
11 cancel straight-away. Now, you are the odd
12 one out in this network that's been solved
13 and then I have to go and solve it all again.

14 So I have to account for the fact
15 that riders and drivers cancel because I must
16 have a good enough solution when I have to
17 fall back when things go wrong.

18 And the final thing that happens is
19 that we have things called driver
20 preferences, so this allows for drivers to
21 tell us that they would like to go home at
22 the end of the day and if you want to go home
23 at the end of the day from San Francisco to
24 Marin County or something, you would be
25 devastated if we gave you a trip that had to

1 [REDACTED] - Direct

2 take you to Santa Cruz. That would make you
3 very miserable because then you would have to
4 drive all the way back out empty at the end.

5 And so we have what's called driver
6 destinations that allows drivers to tell us
7 where they want to get to and that helps us
8 not give them trips in this big batch match
9 that are going to go towards a place they
10 don't want to go.

11 So we are solving all of these and
12 a whole lot more issues in this batch
13 solution that we are coming up with and it's
14 the benefit of that matching, when you are
15 coming up with 20 different drivers or more
16 that can serve every rider and then picking
17 the best combinations of solutions of all of
18 those candidates for each one.

19 ARBITRATOR WEINSTEIN: You are in
20 the happiness business.

21 THE WITNESS: Yes, everyone happy
22 all the time is what we like.

23 Q. And as it states here, you are
24 doing all that while millions of people
25 around the world are logged on to your app?

1 [REDACTED] - Direct

2 A. Yes. This is happening tens of
3 millions of times a day, all in realtime
4 through a very large computational server.

5 Q. And it says, under the next thing,
6 it says how batch matching works. There is a
7 reference about how you are aiming to reduce
8 the average wait time for everyone.

9 How does batch matching reduce the
10 wait time?

11 A. That is the narrow benefit of the
12 first benefit of the batching is that you
13 remove those riders and drivers on the edges
14 that through dumb luck, were close to an
15 available driver, so everyone's ETAs come
16 down on average because we can better match
17 all the pairs together.

18 Q. Then it says on the next page, page
19 3 of 4, the last sentence on the page says,
20 In fact, every day it saves 10 years of
21 people's time.

22 Can you explain that?

23 A. In the opposite world where we
24 didn't have batch matching, the ETAs of so
25 many of these drivers to get to riders would

1 [REDACTED] - Direct

2 bad overall experiences.

3 The last thing I will say is that
4 in this model, this model, I don't believe it
5 was pricing in these higher wait times, so
6 drivers were bearing the cost of having
7 riders select them from much further away.
8 They would set the base price for the time
9 and distance, but the driver would bear the
10 cost of the much higher wait times, even
11 though they were chosen from further away.
12 Which in our view is unfair to the drivers
13 and it's inefficient to have that many human
14 minutes spent driving around without getting
15 paid. That's the reason why 10 years worth
16 of time are saved every day by Uber's batch
17 matching.

18 Q. Just to finish up. From your work
19 at Uber, what did you observe about what is
20 happening with local transportation since
21 Uber started and as its continued to grow?

22 A. There has been an explosion, I
23 think is the right word, in demand and
24 service and an example of this is Los
25 Angeles, where we have the data in one of

1 [REDACTED] - Redirect

2 these slides you showed. Before Uber
3 arrived, there were roughly 9 million taxi
4 trips in the city. After Uber had launched
5 and grown quite a bit, I think it was 2016,
6 there were almost the same number of taxi
7 trips, but there were additionally 90 million
8 more Uber trips, so I think that examples
9 like that, and we have many of them from
10 other cities, just demonstrate the hunger
11 that cities had for great transportation that
12 was not met by the solutions they had before
13 Uber and Uber can really take a lot of the
14 credit for breaking into those markets and
15 figuring out how to do it in a way that was
16 better than it had been done before.

17 MR. ISAACSON: No more questions.

18 ARBITRATOR WEINSTEIN: How much do
19 you have?

20 MR. FELDMAN: Before 5:30.

21 REDIRECT EXAMINATION

22 BY MR. FELDMAN:

23 Q. You talked about antigaming
24 measures at Uber?

25 A. Yes.

1 C. O'Muircheartaigh - Direct
2 whom she interviewed were such that we cannot
3 rely on her report to represent correctly the
4 views, even of those drivers.

5 Q. And how about drivers, more
6 generally?

7 A. Given the absence of the other
8 stages I described of creating a frame and
9 selecting a scientific sample, even had they
10 been, if we were to continue on the data of
11 the drivers themselves, being of value, there
12 would have been no way to generalize from
13 these drivers to the broader, to any broader
14 population of drivers.

15 MS. DENNIS: Thank you, Professor.
16 I have no further questions at this
17 time.

18 ARBITRATOR WEINSTEIN: I am very
19 disappointed in one of your omissions.

20 My wife can attest to the fact that
21 any question put to me while I'm driving
22 in traffic bears no relationship to the
23 same question that I answer later.

24 THE WITNESS: I fear that I might
25 be able to give a parallel example

1 D. Carlton - Direct

2 product quality is wait time and dynamic
3 pricing or surge pricing is an important part
4 of their product. Without surge pricing, you
5 would have a different -- a lower quality
6 product.

7 Q. If we can turn to the next page,
8 page 6, why don't you summarize your second
9 opinion?

10 A. Second opinion is I looked at the
11 empirical evidence and it's consistent with
12 what I just said.

13 If you look at what surge pricing
14 does, maybe it's obvious after listening to
15 the hearing, it's obvious that surge pricing
16 is designed to control wait times in high
17 demand periods, designed to prevent wait
18 times from going up and if you didn't have
19 surge pricing, you would get a lower quality
20 product. Lower quality, by that I mean, you
21 would have to wait longer.

22 So it's clear what I just -- that
23 the empirical evidence supports the notion
24 that surge pricing is used for the quality of
25 the product.

1 D. Carlton - Direct

2 And the second piece of empirical
3 evidence I will be talking about is Uber
4 spent hundreds of millions of dollars to try
5 to mitigate the use of surge pricing. They
6 are trying to induce suppliers to come into
7 the area, so they pay suppliers, even though
8 the customer, the rider, me, is not paying a
9 higher price.

10 The only way you can explain that
11 is they are trying to provide a desirable
12 product to consumers and that observation is
13 completely inconsistent with a claim that its
14 surge pricing is a price fixing conspiracy.
15 Surge pricing is a price fixing conspiracy
16 designed to raise the profits of the drivers
17 and everyone's profits.

18 Uber wouldn't be spending a lot of
19 money to mitigate its use, so that
20 observation completely undercuts the
21 claimant's theory.

22 ARBITRATOR WEINSTEIN: I thought
23 you are not giving any legal opinions.

24 THE WITNESS: From an economic
25 point of view, you can't say the price

1 D. Carlton - Direct

2 fixing conspiracy, that surge pricing
3 raises your profits if you are paying
4 someone to mitigate the use of that, so
5 it's purely from an economic point of
6 view.

7 Q. In the middle of your answer, you
8 said, I will be talking about how Uber spent
9 hundreds of millions of dollars to try to
10 mitigate the use of surge pricing, they are
11 trying to induce riders to come into the
12 area.

13 You meant to say drivers?

14 A. Drivers, yes, to induce drivers,
15 they pay drivers to basically hang around.

16 Q. Your third opinion?

17 A. My third opinion, again, goes to
18 the business model of Uber that allows free
19 entry is, again, completely undercuts any
20 theory that there could be a successful
21 cartel to raise price.

22 A cartel, a surge pricing being
23 price fixing means price is high, so that the
24 drivers are earning lots of money.

25 Well, if anybody can become a

1 D. Carlton - Direct

2 driver, you would have a lot of entry of
3 people to become drivers and that will drive
4 down the earnings of drivers, so you can't
5 have a price fixing conspiracy if there is
6 free entry into the conspiracy really.

7 By definition, you prevent drivers
8 from earning a supracompetitive wage.

9 Q. Finally, why don't you summarize
10 your fourth opinion?

11 A. The fourth opinion, as I understand
12 it, the claimants have not attacked the Uber
13 app. They said, that's okay, it's surge
14 pricing, that's the problem, but from an
15 economic point of view, you know, if Dennis
16 orders a ride in a nonsurge period and uses
17 the Uber app, the price I pay is determined
18 by the Uber app. If I am in a surge period,
19 same thing happens. I can't figure any
20 principle economic basis to distinguish those
21 two things.

22 Q. So turning to slide 7 before we go
23 through the details of those opinions, just
24 brief background on the point of view of
25 economics about how price fixing conspiracy

1 D. Carlton - Direct

2 work.

3 In general, what does the field of
4 economics teach us about how a price fixing
5 conspiracy works?

6 A. In a price fixing conspiracy,
7 someone is setting the price that a bunch of
8 horizontal rivals are charging and the price
9 is elevated above the competitive level.
10 That allows the people in the conspiracy to
11 make more money and it harms consumers
12 because they buy less and have to pay a
13 higher price. Quality of the product stays
14 the same and just a pure harm to society.

15 Q. How would someone in your field try
16 to determine how or whether a price fixing
17 conspiracy was harming consumers?

18 A. One thing you would look at is you
19 compare the price in the conspiracy period to
20 the price in a comparable period when there
21 is no conspiracy and is it higher and if it
22 was, you could and couldn't figure out any
23 other reason for why that would happen, you
24 can say that's evidence that the conspiracy
25 has had an effect and that's a standard way

1 D. Carlton - Direct
2 of estimating harm in a price fixing
3 conspiracy.

4 Q. Is that sometimes called a
5 benchmark analysis for comparison?

6 A. Yes. So when you look at the price
7 in a conspiracy period and you compare it to
8 what is sometimes called the but-for world or
9 benchmark world, which is a comparable period
10 when you don't have the conspiracy.

11 Q. If you observe a price increase,
12 does that mean that's evidence of a cartel
13 price?

14 A. No. So just take a simple example,
15 simple competitive model where supply equals
16 demand and all of a sudden, suppose the
17 demand increases, price will go up. That's
18 what you teach in every basic economics
19 course.

20 So the fact that price is going up
21 is not proof that there is a cartel, by
22 assumption, I said it was a competitive
23 model.

24 In fact, if you didn't allow price
25 to go up, that would create an inefficiency

1 D. Carlton - Direct

2 because you would see demand go up, but
3 supply is not going up because the price is
4 remaining at the same level, so you have to
5 stop rationing customers because there is
6 excess demand for the product.

7 Q. So there has been discussion in
8 this case that surge pricing is higher than a
9 base price.

10 Does that higher price for surge
11 pricing compare to a base price mean that
12 that's a cartel price or supracompetitive?

13 A. It certainly does not indicate that
14 it's a cartel price for exactly the same
15 reason I described. The price is going up in
16 surge pricing in response to an increase in
17 demand and why is that happening? That's
18 happening, as I sort of alluded to earlier,
19 because Uber wants to control the quality of
20 its product. If it didn't raise the price in
21 peak periods, waiting time would go up, so
22 the quality of the product would deteriorate,
23 so interfering with what happens to price
24 when demand goes up is an interference with
25 the process by which you allocate a goods to

1 D. Carlton - Direct

2 consumers and you just can't say, because
3 price goes up, it must be a cartel, that
4 doesn't follow at all.

5 Q. So let's talk about the details of
6 your opinions.

7 On page 8, would you explain, here
8 is one of the reasons why it's stated that
9 price fixing is an improper label for Uber's
10 app and surge pricing.

11 Would you explain your opinion
12 there?

13 A. Sure. I view Uber as having
14 created a new innovative product. Through
15 the Uber app, it matches riders to drivers in
16 a way that basically people hadn't done
17 before and as a result, they're able to
18 provide on demand transportation services,
19 reasonable prices and with reasonable quality
20 characteristics and the important quality
21 characteristic is wait time, low wait time
22 and the way they do that is sort of -- it's
23 on the next slide, Uber is in a vertical
24 relationship with riders and drivers and the
25 vertical relationship with drivers is

1 D. Carlton - Direct

2 the airport, Uber is reliable enough that I
3 can press a button and they are there within
4 three to five minutes. Initially, she says,
5 what happens if it's a long wait time, then
6 we will miss our plane. My experience, I
7 take it all the time, they are reliable
8 enough that we can go to the airport that
9 way. If you didn't have that, then maybe
10 when I want to go to the airport, I will
11 press the button and it says, oops, it's
12 going to be a long wait and I will catch hell
13 from my wife.

14 ARBITRATOR WEINSTEIN: You can tell
15 your wife now you can time order it for
16 a specific time?

17 THE WITNESS: Yes, that she will
18 not agree to because she is not
19 convinced that I know how to use the app
20 correctly. I assure you, I could do
21 that, but, anyway.

22 MR. LIPMAN: We can find you a
23 tutor.

24 Q. On this page, you use an
25 illustration of a price with different wait

1 D. Carlton - Direct

2 times.

3 Can you explain your thinking
4 there?

5 A. This is just making the point that
6 quality is an important characteristic and
7 the important quality characteristic is wait
8 time and if you pay a high price, a higher
9 price, \$15 for a low wait time service, four
10 minutes, so that it's \$15 for four-minute
11 wait, \$10 for an eight-minute wait, it would
12 be wrong to say that the person paying \$15 is
13 overpaying, being price gouged. That person
14 is getting a higher quality product.

15 If I want to go to the airport, I
16 want to get there, I don't want to wait.
17 It's not correct to say, oh, Dennis is paying
18 \$15, he is being priced gouged. I'm get a
19 higher quality product and I'm willing to pay
20 that higher price to get the higher quality
21 product.

22 Q. So let's turn to page 12. You said
23 there is empirical data that supports your
24 opinion.

25 Would you describe what that data

1 D. Carlton - Cross

2 Q. You've written that the per se
3 approach to price fixing is based on evidence
4 of conspiracy, rather than the economic
5 affects of the conspiracy.

6 Is that still your understanding?

7 A. Let me see the context. Let me
8 tell you my understanding. I was at the
9 Justice Department where we were constantly
10 talking about per se verse rule of reason.

11 My understanding is that per se is
12 used for that category of violations that we
13 have, we, meaning, the courts, mainly judges,
14 have experience with and which -- and there
15 is no inquiry necessary in order to determine
16 whether the behavior is bad or not. We want
17 to stop that behavior. So we are all in the
18 same industry.

19 We get together in a room and we
20 say, let's fix the price. My understanding
21 is that's a per se violation and, you know,
22 you can be prosecuted and go to jail. That
23 is not true of many other types of collective
24 behavior in which it's more complicated and
25 that you could have efficiency justifications

1 D. Carlton - Cross

2 and you would want to use a rule of reason to
3 make a determination whether the
4 procompetitive aspects of the behavior
5 outweigh the anticompetitive affects of the
6 behavior and that's what you weigh in a rule
7 of reason.

8 So, for example, I teach that a
9 case like Ascap or BMI is not a per se case
10 precisely because they are creating a new
11 product. That's not the behavior you want to
12 stop. You want to stop the behavior in which
13 people get together in a room and jack up the
14 price for the express purpose and solely for
15 the purpose of raising the price, harms
16 consumers, they make money.

17 ARBITRATOR WEINSTEIN: How about a
18 hub-and-spokes conspiracy?

19 THE WITNESS: Absolutely.

20 Hub-and-spokes, you would be opposed to
21 because you have a ringleader who is
22 organizing the cartel and the sole
23 purpose of the cartel is to jack up the
24 price and to harm consumers and for the
25 cartel to make more money, it's not to

1 D. Carlton - Cross

2 so he is influencing the quality of the
3 product.

4 What do I mean by quality of the
5 product? The sales effort that would
6 accompany the sale of a product.

7 So if I go into a camera store,
8 there is a salesman who is knowledgeable
9 to tell me what camera fits my needs.
10 That's different than having -- walking
11 into a store with no salesman who is
12 knowledgeable and I can buy a camera
13 real cheap.

14 ARBITRATOR WEINSTEIN: I'm making
15 Mr. Lipman nervous. Let's go back.

16 MR. LIPMAN: I'm worried he will
17 take my job.

18 MS. MENDOLERA: I just want to make
19 sure that I understand.

20 ARBITRATOR WEINSTEIN: Even
21 arbitrators have to have fun, you know.

22 The nice thing about sitting where
23 I'm sitting is people laugh at your
24 jokes.

25 THE WITNESS: They also laugh at

1

2 allow Uber to set the fares, correct?

3 A. Uber is setting the fares, drivers
4 allow Uber to do that.

5 MR. FELDMAN: No further questions.

6 ARBITRATOR WEINSTEIN: I'm sorry,
7 you will be leaving us. You can have
8 the rest of the day off, as far as I'm
9 concerned.

10 (Witness excused.)

11 MR. ISAACSON: During Dr. Carlton's
12 testimony, there were certain exhibits
13 of his, the charts, where the issue was
14 whether the data -- whether there was a
15 foundation for saying that the data was
16 Uber data that was in the ordinary
17 course data.

18 ARBITRATOR WEINSTEIN: Yes.

19 MR. ISAACSON: I think that
20 foundation has now been laid and the
21 whole dec has come in as reflecting his
22 testimony, but I believe that the charts
23 on pages 14 through 16, as well as 22
24 and 23 and 20 should come in as
25 appropriate summary exhibits of the

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

case too in the 2nd Circuit and in the Southern District, right. The contingency that the only condition on which a publisher would agree to the terms in Apple was if it could be sure it's competitors were doing the same thing. That's the same with Toys R Us. That's the same here. That's why Judge Rakoff got it right. You don't have to follow him as a matter of preclusion.

ARBITRATOR WEINSTEIN: I have great admiration for Judge Rakoff.

I have a few questions for you. Your client is not here now. He said he will no longer use Uber, right?

MR. FELDMAN: I don't believe that was his testimony.

ARBITRATOR WEINSTEIN: He is now using Lyft.

MR. FELDMAN: He is not using Uber currently, that's right.

ARBITRATOR WEINSTEIN: Lyft is doing the same thing.

MR. FELDMAN: Without revealing

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

So let me go back to the what the proof is showing. On slide five, we have shown evidence of increased supply, there is an increased volume of rides including with surge.

██████████ walked you through the charts about what happened with surge and how driver supply fell in the absence of surge. Lower prices, Uber is a low price leader. You asked the question to Dr. Carlton, you can have a low price conspiracy, they argue about that but that's a predatory pricing conspiracy and that's not a consumer theory. That's not what is going on.

And they're doing this for all procompetitive reasons, without bringing in profits, in order to compete in the marketplace.

You heard uncontested evidence of increased quality, cleaner taxis, Uber, Lyft, stimulating innovation, that this is one of the most revolutionary innovative industries that's ever

1

2 happened. This enormous complexity of
3 all these millions of riders and drivers
4 being matched at a price. You heard all
5 of that evidence. And it was
6 uncontested that this was promoting
7 interbrand competition.

8

9 Now, you heard about the evidence
10 that talks about the balancing of supply
11 and demand, this is a two-sided market
12 and the point is, well, our math isn't
13 perfect. Exactly, that's the point of
14 competition. Lyft gets to try with some
15 better math, somebody else gets to try
16 coming in without any math and compete.
17 They can come in, the absence of -- the
18 inability to perfectly match supply and
19 demand is not price fixing. That's
20 competition.

21 ARBITRATOR WEINSTEIN: You don't
22 need 50 crazy mathematician Ph.D.s...

23 MR. ISAACSON: Slide 6, the
24 evidence we heard, I think it's conceded
25 this is a new product, consumer benefits
and more efficient market. Dr. Carlton

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

three days you've spent with us, for the work you've done before that, the work we will be asking you to do from this point forward. We asked you you for a reasoned award because we believe strongly that there should be a declaration that a company that does something like this is to lauded under the antitrust laws and not condemned because otherwise the antitrust laws are taking a very dangerous turn and going down a very dark alley. All of us who worked hard on this appreciate all the hard work you are doing.

ARBITRATOR WEINSTEIN: I want to say on both sides, the writing has been as good as I have seen, and I have seen a lot of writing. It's been excellent. I want to say to you Mr. Meyer, not -- Mr. Feldman, not only do you have the burden of proof, you have the burden of persuasion. If you think you can distinguish Leegin and you want to brief it, I haven't read Leegin recently but

1

2 if you want to brief it, I will give you
3 the opportunity but I think that's where
4 your case rests. Distinguishing Leegin.

5 Most of the cases we talk about are
6 cases decided before the internet
7 existed, before this digital age was
8 upon us which has changed a lot of
9 stuff.

10 I must say I act out of fear. My
11 fear is if I ruled Uber illegal, I would
12 need security. I wouldn't be able to
13 walk the streets at night. People would
14 be after me.

15 So I want to thank you for your
16 hospitality.

17 Do you want to brief it.

18 MR. FELDMAN: Of course, yes.

19 ARBITRATOR WEINSTEIN: How much
20 time do you want to brief it?

21 MR. FELDMAN: I'm not sure. I
22 would like to talk to Mr. Isaacson.

23 ARBITRATOR WEINSTEIN: You can
24 brief whatever you want to brief but I
25 have a good handle on all the arguments

1

2 you made, you've all given me beautiful
3 brochures that are well done. I know
4 exactly what everybody's position is but
5 I think your problem is Leegin, no pun
6 intended.

7

 MR. ISAACSON: Just some clean up,
8 we will send you electronically a binder
9 of the transcript -- give you manually a
10 binder of the transcripts. We can send
11 that to your office or to your hotel
12 this week.

13

 ARBITRATOR WEINSTEIN: I'm leaving
14 the country.

15

 MR. ISAACSON: We will also work on
16 having a joint set of admitted exhibits
17 so we will coordinate on that and send
18 that to you.

19

 ARBITRATOR WEINSTEIN: The nicest
20 thing you can do for me is pile up all
21 this stuff that I have here that I leave
22 and send it to me. And you have been
23 very good about that. This is not going
24 to Bogota.

25

 MR. FELDMAN: Thank you for your

1

2

time.

3

(Time noted: 6:00.)

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25